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Montana Nonresident Traveler Expenditures and Economic Contribution: 2010

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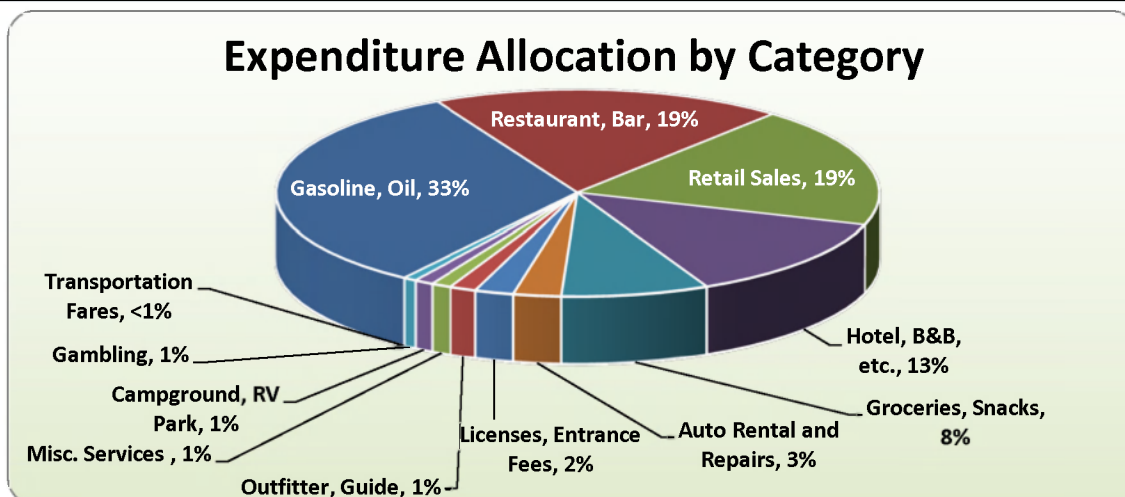
2010 Montana Nonresident Traveler Economic Impacts & Expenditures

REVISED
January, 2012
Kara Grau, M.S.

2010 Economic Impacts	Direct	Indirect	Induced	Combined
Industry Output	\$1,954,200,000	\$456,000,000	\$522,800,000	\$2,933,000,000
Employment (# of jobs)	24,640	4,230	5,340	34,210
Employee Compensation	\$519,000,000	\$117,200,000	\$139,100,000	\$775,300,000
Proprietor Income	\$83,700,000	\$26,100,000	\$27,500,000	\$137,300,000
Other Property Type Income	\$248,100,000	\$108,200,000	\$120,000,000	\$476,300,000
State & Local Taxes	—	—	—	\$229,100,000

Definitions: Direct impacts result from nonresident traveler purchases of goods and services; Indirect impacts result from purchases made by travel-related businesses; and Induced impacts result from purchases by those employed in travel-related occupations. Industry Output is the value of an industry's total production. Employment is full- and part-time annual jobs. Other Property Type Income consists of payments for rents, royalties and dividends.

2010 Nonresident Traveler Expenditures



Expenditure Category	Average Daily Per Group ^{1,2}	Allocation by Category	Total Expenditures ^{1,3}
Gasoline, Oil	\$40.86	33%	\$796,056,000
Restaurant, Bar	\$23.77	19%	\$461,776,000
Retail Sales	\$24.05	19%	\$460,748,000
Hotel, B&B, etc.	\$16.20	13%	\$315,726,000
Groceries, Snacks	\$9.86	8%	\$192,700,000
Auto Rental and Repairs	\$3.24	3%	\$62,359,000
Licenses, Entrance Fees	\$2.64	2%	\$50,629,000
Outfitter, Guide	\$1.72	1%	\$34,701,000
Misc. Services	\$1.41	1%	\$26,627,000
Campground, RV Park	\$1.25	1%	\$25,079,000
Gambling	\$0.92	1%	\$17,373,000
Transportation Fares	\$0.15	<1%	\$2,875,000
Total	\$126.06	100%	\$2,446,649,000

¹Data is collected quarterly. Therefore, year total group size, length of stay and avg. daily expenditures are weighted averages of quarterly figures. ²Expenditures may appear lower than typical costs in these categories because they are averaged across all visitor groups. ³Expenditure category totals may not add to year total due to rounding.